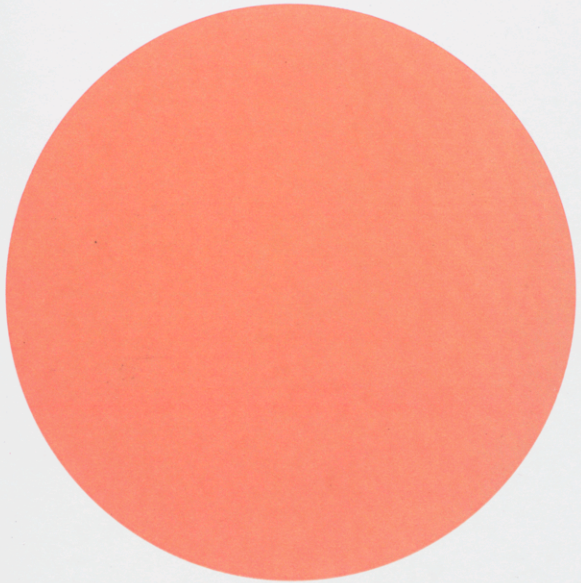
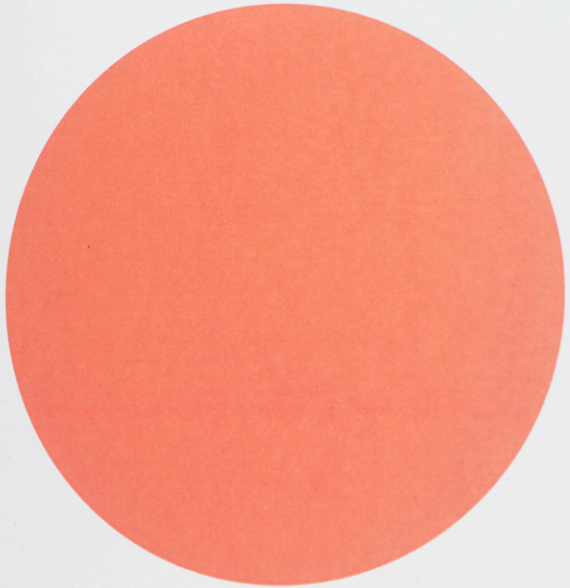
A Culmination of
Work



Paul Jonathan Whitford

A Culmination of
Work



Paul Jonathan Whitford

Volume 1
Portfolio

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Portfolio

This collection of sheets will *start* and
end with a collection of words.

—

For in the absence of poetry,
the world is a darker place.

I have theories,
about circles.

Fruits borne,
from seeds planted,
by a woman I loved.

She told me,
how circles,
had no corners.

I imagined a room
with nowhere to hide,
no edges to stagnate,
only momentum.

Figure 1 (Right)
Poetry
Circles

I recently purchased a Spring Back Binder.

It holds loose pages.

Loose pages,
allow a freedom of arrangement,
not possible when *bound*.

A freedom to switch order,
to position a page on its own,
or to stick one on the wall.

Figure 2 (Right)
Freedom
Page stuck to the wall.

You see, opposing states such as *Loose*
and *Bound* are exacting and conditional.

Like Spreadsheets.

2020	€2.95
2021	€3.05
2022	€3.25
2023	€3.35
2024	€3.60
2025	€3.95

Figure 3 (Right)
Data
The average price that I paid for a Flat White in Ireland between the years of 2020 and 2025.

And that's why,

My *Business Cards*,
look like this.

Figure 4 (Right)
Graphic Design
Can a business card spark deeper connection and alignment, beyond a mere exchange of details?

Bound

Loose

Front of Business Card

Back of Business Card

My *Research,*
looks like this.

Figure 5 (Right)
Design Experiment
Is it possible to witness the passing of time?

My *Concepts*,
like this.

Figure 6 (Right)
Design Concept
Can smoking become more mindful with the help of design?

My *Product Development,*
like this.

Figure 7 (Right)
Development of Ceramic Cup
Design for Manufacture versus Design for Aesthetics.

My *Product Development*,
like this.

Figure 7 (Right)
Development of Ceramic Cup
Design for Manufacture versus Design for Aesthetics.

My *Product Development*,
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Development of Ceramic Cup
Design for Manufacture versus Design for Aesthetics.

My *Resourcefulness*,
like this.

Figure 8 (Right)
Repurposing a Wooden Pallet
How many objects can be made from a single material artefact?

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like this.

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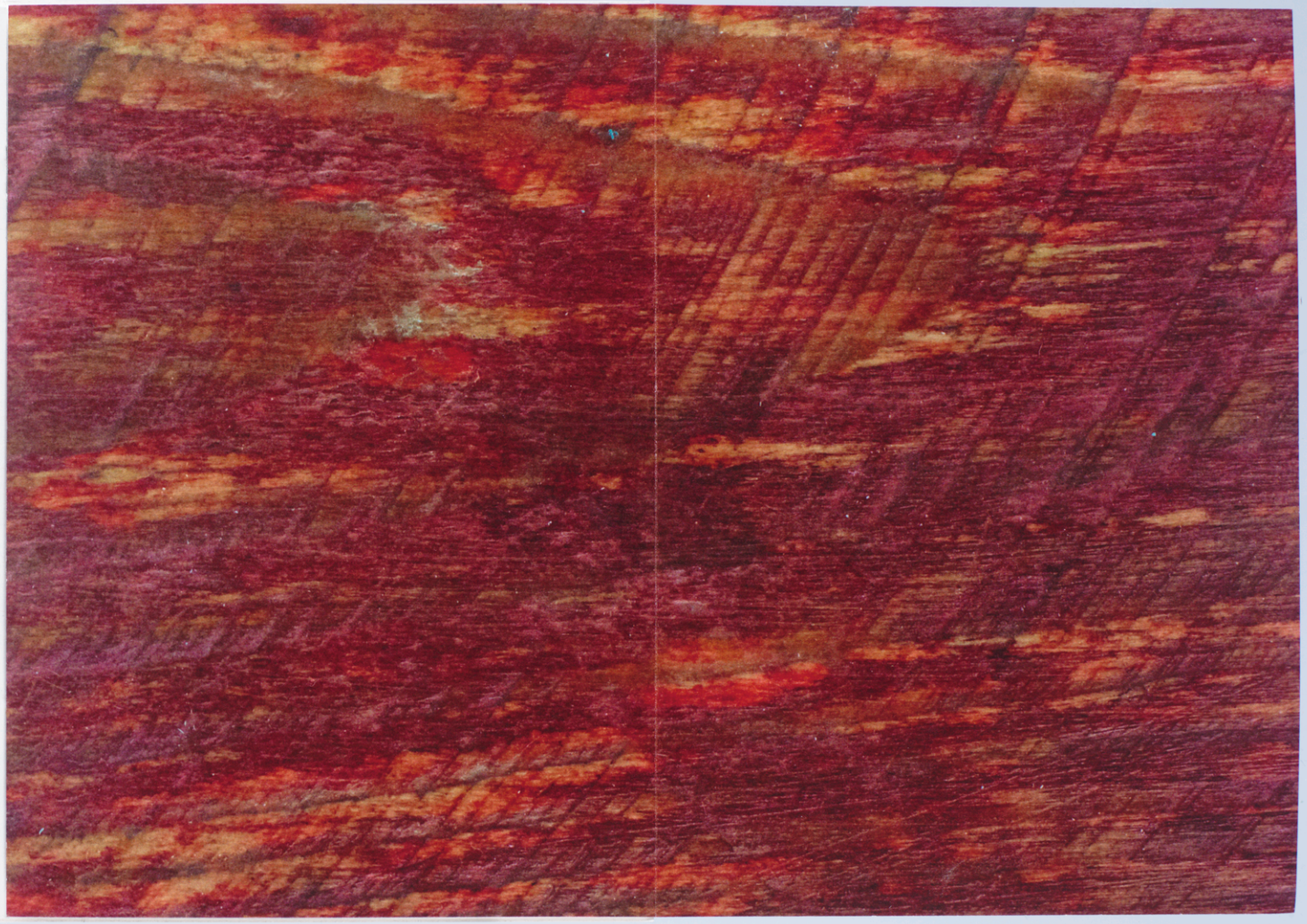

My *Resourcefulness*,
like this.

Figure 8 (Right)
Repurposing a Wooden Pallet
How many objects can be made from a single material artefact?

My *Performances*,
like this.

Figure 9 (Right)
Interaction as an Element of Design
Can a single piece of furniture change its meaning through both interaction and position within space?

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My *Campaigns*,
like this.

Figure 10 (Right)
Advertising Campaign Concept for TFL
Can abstract residue connect art institutions with commuters?

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My *Activations*,
like this.

Figure 11 (Right)
Brand Activation Concept for Multiópticas
Can blur become a point of connection between us?

My *Exhibitions*,
like this.

Figure 12 (Right)
Exhibition & Talk - West Cork, Ireland
When the process is shared, does the artwork gain new layers of meaning or lose its mystery?

My *Sculptures*,
like this.

Figure 13 (Right)
Sculpture 'Nails, the Evolution'
Can conversation persist beyond change and evolution, when form remains familiar and material grounds function?

This book's *Ending*
like this.

In those weathered pads,
capital black lettered lists
stood rigid and root.

Came to be stories,
watered by time I fed them
and gleaming verses grew.

Colourless text fences,
slackened their grip, opening,
to sketch and drawing.

A palette blossomed,
I now have things in my hands,
and Spring is arriving.

Figure 14 (Right)
Poetry
Spring is arriving

Call me.

Call me.